





# THE ELBA CLIPPER

Published Every Thursday Morning

Established June 17th, 1897.

RENZO C. BRYAN, Editor & Owner.

SUBSCRIPTION PRICE

One Year \$1.50

Six Months .75

CASH IN ADVANCE.

All names go off mail list at expiration of subscription.

Entered as second class matter July 18, 1906, at the Postoffice at Elba, Alabama, under Act of Congress of March 3, 1879.

The price of cotton next fall is sure to be too high to allow the lowly weaver to eat it this summer.

The fertilizer business of the Alabama Farm Bureau Federation during the spring of 1928 amounted to \$5,250,000, according to a report by Edward A. O'Neal, president. It was by far the biggest fertilizer business in the history of the Farm Bureau, exceeding 100,000 tons. A net income of \$125,000 was returned.

He Got Hit Vanted  
"I want some talent power,"  
"Mummers,"  
"No, vinnams,"  
"Sneakers!"  
"No, I'll take it out me!"

ADVERTISING

Years ago when newspapers were purveyors of news only, advertising was of no importance. But today, when all our periodicals are more than half filled with advertisements, that science has rapidly become an art. It is now one of the leading arts, and we say arts we mean it is just that sense, because it is just as much an art to interest the public in your product as it is to sell it, and advertisement is undoubtedly an art.

Advertising has grown by leaps and bounds in the past twenty years, and the merchant of today who does not advertise is fighting a losing battle, and it is certainly a struggle, for the public no longer goes to one particular store, or buy one particular brand merely because they have done so for years, or are friendly with the owners or personnel of any institution. That article or product which the reader knows, the one that is pushed, and kept in the eye of the public is the one that is sold. Sometimes an article or inferior value is a better seller than one which is superior, all due to advertising.

The day of the world making a beaten path to your door has past. To retain economic independence to day, whatever your ware, that thing you're kept in the eye of the public, not occasionally, but continuously. As an illustration, a tobacco manufacturer who has received a letter from over twenty million dollars, when urged to put out a cigarette to compete with other popular brands, said to his salesman, "Boy, for thirty years I have been making smoking tobacco, and have accumulated several million, but I attended to state a new cigarette, that twenty million would not be enough to sufficiently advertise it, to compete with other widely known makes."

That's a wise man, that knows his resources and his limitations. Perhaps a younger man would have different ideas, but this certain manufacturer is well along in years. Think of twenty million dollars not being a sufficient sum to launch an advertising campaign.

All that is by way of illustration, however, and to serve as a basis for observations that we wish to bring home to local merchants. Now that the introduction is over, we are ready to present arguments that should convince the home town business man.

First, expense. While it costs a younger man would have different ideas, but this certain manufacturer is well along in years. Think of twenty million dollars not being a sufficient sum to launch an advertising campaign.

Second: Copy should be written a day or so ahead of the date scheduled for publication. Copy sent in early naturally has preference over that sent in late. Another advantage is that when allowed sufficient time the printer will make a more attractive ad. Nearly all printers take great pride in their work, and when they have time enough, they will take pains to make their work correct in every detail, whereas, when copy arrives about an hour ahead of the deadline, no man can do justice to the subject.

Third: Concentration helps a lot in preparing copy. Instead of cranking a sheet of paper, and dashing off a few lines, thinking that anything will do, go back in the office, and study what you think will be the most good.

Those three points will have a great deal to do with your success in advertising. Understand that there is more than a person could write in a day, that has been left out, but the essential rules are there.

In another article we will deal with the finer points, giving suggestions as to what should convince you more and more of the necessity of advertising, whether in this medium, or in another.

## THE SMALL TOWN'S DAY

The industrial day has dawned with brightness for the small town of the South.

The average small town, or village has lacked dependability, economical power in units suitable for industry. Such power is now being supplied as the corporations engaged in the sale of this commodity cross the road to the towns of the representation of a long, a waterfall will be brought to the door of practically every town.

The average small town, has, in the past, partly lacked the requisite capital for industrial enterprises.

That is being supplied increasingly through the enlarged capacity of the enlarged vision — of the two the last is perhaps the more important — of the local citizens, an effort to a very considerable extent by the enterprise of outside capital. As a rule, although not always, the home folk must make the first move. If it is a really attractive manufacturing proposition, the money comes — often with surprising ease. Capital is not flamboyantly advertising itself, but at the same time it is looking for opportunities that make it its own increase.

The small town and village as a rule have had little vision, with the cost of living not too high, and the surrounding country, profitably supplying such food as can be profitably produced. Capital is not flamboyantly advertising itself, but at the same time it is looking for opportunities that make it its own increase.

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## PASTOR "INTOXICATED"

Methodist, Prohibitionist, Arrested For Driving While Drunk

SALISBURY, N. C. — The Rev. Arthur Talmadge Abernethy, militant leader of prohibition, arrested Saturday night, charged with driving while drunk, was taken to the county jail.

Mr. Abernethy, 40, of Salisbury, N. C., was taken to the county jail Saturday night, charged with driving while drunk, was taken to the county jail.

He was arrested by Salisbury police who passed through town after addressing a 200th meeting in a neighboring community.

He admitted he had been drinking something intoxicating, but he didn't know what. Mr. Abernethy said the doctor had become fatigued, while delivering temperance lectures and (old the fact of something stimulating.

Holl weevil began appearing in cotton fields in large numbers during early weevil but plans should be made for poisoning later.

NOTICE  
In Re Estate of S. Donaldson, Deceased.

Letters testamentary were issued to the undersigned on May 26, 1928 by the Probate Court of Coffee County, Alabama. All persons having claims against said estate will file the same as and within the time prescribed by law or the same will be barred.

W. I. WISE.

MORTGAGE FORECLOSURE NOTICE  
The State of Alabama, Coffee County, Default having been made in the payment of the installment due December 1, 1927, on the debt secured by that certain mortgage deed, executed on the 2nd day of September, 1924, by Alan Lee and wife, Annie Lee, to the Federal Land Bank of New Orleans, which said mortgage is recorded in the office of the Judge of Probate of Coffee County, Alabama, Elba Division, in Book M-3, page 215, et seq., the undersigned mortgagee, The Federal Land Bank of New Orleans, under and by virtue of the powers of sale and foreclosure contained in said mortgage, will, in foreclosure of said mortgage, offer for sale at auction for cash in front of the courthouse door in Elba, Alabama, within the legal hours of sale, to the highest bidder for cash, on Saturday the 23rd day of June, 1928 the following described lands conveyed in said mortgage, to-wit:

The SE 1/4 of the SE 1/4, Section 13, the NE 1/4 of the NE 1/4, the SW 1/4 of the NE 1/4, lot 2, in the south 1/2 of the NE 1/4, Section 14, all in Township 5, Range 19, in Coffee County, Alabama.

Said foreclosing sale will be made for the purpose of realizing 2 1/2% on the mortgage debt as provided for in said mortgage, together with the expense of sale, including printer's fee and a reasonable attorney's fee.

Done this 30th day of May, 1928.

THE FEDERAL LAND BANK OF NEW ORLEANS, Mortgagee.

WILKINSON and BRUNSON, Attorneys for Mortgagee.

W. T. LIVING, Register.

7-11-21-28.

ORDER OF PUBLICATION  
State of Alabama, Coffee County, in Circuit Court, at Elba.

Willie Weatherly, Complainant vs. J. C. Weatherly, Respondent.

In this cause being made in the Register by the Complainant in a return filed in the office of the Judge of Probate of Coffee County, Alabama, and that his petition is a return of the age of twenty-one years; it is therefore ordered by the Register that publication be made in the Elba Clipper, a newspaper published in Elba, Alabama, Coffee County, once a week for four consecutive weeks, requiring him, the said J. C. Weatherly, to plead, answer or demur to the Bill of Complaint in this cause by the 30th day of June 1928, or in thirty days thereafter a default in default of the said J. C. Weatherly, the Register may be taken against him.

Done at office in Elba, this 2nd day of June, 1928.

W. T. LIVING, Register.

7-11-21-28.

DO YOUR EYES BOTHER YOU?

These are important matters. But have them attended to at once.

Special attention will be given children with cross eyes, regardless of age. Proper attention in time will avoid permanent damage to the eyes.

BRING YOUR CHILDREN FOR EXAMINATION.

Will be in Elba Second Monday in each month.

Dr. S. A. Barson

—OPTOMETRIST—

Will be in my office at Montgomery, 404-6 First National Bank Building, every Friday and Saturday.

UPSET With Stomach Spells

"I have taken Black Draught ever since I was a child, and can recommend it as a splendid medicine for family use," says Mrs. Corn Mabery, of Sagesoy, Okla. "My mother used it, in bringing up her family, and after I had a home of my own, I continued to use it, as I thought it was good to give the children."

"My children did not mind taking Black Draught, and so when they got upset with stomach spells, or were constipated, I gave them Black Draught tea."

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## Quality Tires and Tubes At Lowest Prices

If you don't buy from us, use these prices as your buying guide, for if you don't pay this much you don't get quality, and if you pay more, you may not get profit. Every Tire and Tube listed guaranteed six months — factory standard warranty — except tires. In middle column, and they are built to run from 3,000 to 15,000 miles.

Extra Cool Cord Tires

30x3 1/2 Cl. Standard 1.25 5.40 8.45

32x4 SS Standard 1.50 5.75 15.05

32x4 SS Standard 1.50 5.75 15.05

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# MENS BIBLE CLASS HELD MEETING.

The Mens Bible class of the Methodist church held its social and business meeting at the City Hall Friday evening with Mr. Almon Strain as host. Following the business hour which was presided over by the class president, Mr. Strain, Mrs. Strain served delicious punch and sandwiches. Those present were: Rev. E. Paul, Messrs D. C. Marley, B. H. Mitchell, Philip Kingsley, T. H. Deal and Mike Maddox.

Mrs. Lena DeForest of Opp was the guest of her sister, Mrs. Roy Ballard Saturday.

Mr. C. E. Dorsey made a business trip to Atlanta last week.

Mr. and Mrs. Will Jacobs and little daughter, Annie Ruth returned to their home in Selma Sunday after a visit to relatives in Elba.

Mr. and Mrs. J. C. Dixon and family left last week for a visit to relatives in North Alabama and Tennessee.

Dr. W. S. May of Brundley was a business visitor to Elba Thursday.

Mr. Ellis Franklin after finishing high school in Hamble, Texas came to Elba Tuesday to be with his parents, Rev. and Mrs. S. Franklin.

Mrs. B. S. Franklin, Ellis and Maurice visited in Troy last Thursday.

Mrs. Huey Camen went to Troy shopping Friday.

Mrs. Madeline Strain visited friends in Enterprise Saturday.

Mr. Green McKinnon, of Bonifay, Florida was a business visitor in Elba Friday.

Mrs. Bill Tolbert and Don Kendrick went to Birmingham, Sunday.

5 lbs. Good green coffee \$1.00 at MAYS-VAUGHN MERC CO.

Three 15c size, 13 oz cans Giant Potato for 25c. at MAYS-VAUGHN MERC CO.

## Want To Build?

FIGURE WITH US, IF YOU OWN THE LOT WE WILL DO THE BUILDING

## F. H. Murphree & Co.

ELBA ALABAMA

Furnishing Building Material from "FOUNDATION TO ROOF"

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ELBA ALABAMA

# BAPTIST G. A. MET WEDNESDAY.

The G. A. of the Baptist church met Wednesday afternoon with their leader, Mrs. J. W. Kendrick. A business meeting was conducted by the president, Miss Doris Whitman. The World Communion program was used with Misses Wilma Vail, Doris Whitman, Louise Mitchell, Nell Smith, Louise Tucker and Madeline Strain taking part. An ice cream social was served.

Miss Lela Mae Vaughn, and Mrs. W. J. White left Wednesday for a visit to Fort Worth and Dallas, Texas.

Miss Estelle Bryant is visiting her sister, Mrs. Donald Hammond, in Indian.

Miss Emma Crook is spending the week in Troy.

Mr. and Mrs. Joe Jernigan, of Enterprise visited Mr. Jernigan's parents Sunday.

Mr. and Mrs. J. M. Kinney, of Elba are visiting relatives of this place.

Miss Mildred Harper has returned to Alabama college at Montevallo after a visit with Mrs. Sam Blue.

Mr. and Mrs. Ross Clark of Lawrence visited Mrs. J. M. Polson Saturday and Sunday.

Miss Louise Mitchell and Miss Louise Libbert visited in Troy last Saturday.

Mr. and Mrs. B. R. Cole and little son, Harold spent Sunday with Mrs. Cole's parents, Mary Nell Chastain returned home with them for a visit.

Mrs. L. J. Reeves, Lloyd Walker, Verrell Stacey and Coleman Stanley of Enterprise visited in Elba Sunday evening.

Mr. and Mrs. J. M. Johnson went to Troy shopping Friday.

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# THE ELBA CLIPPER

Mr. Milford Geller has come to Elba, Alabama where he has accepted a position for the summer.

Mr. J. D. Lee, who is connected with the State Tax Collector's office, will be in the future have his headquarters in Selma.

Mrs. J. W. Kendrick and little daughter Mary will be visiting Mrs. Kendrick's sister Mrs. R. J. Bumpen in Mobile, Alabama this week.

Four 10c cakes Palmolive soap for 25c. at MAYS-VAUGHN MERC. CO.

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# INTERESTING TEST OF SILVERTOWNS

The plate glass test used by The B. F. Goodrich Company in some of its recent Silvertown advertisements is a very interesting and graphic demonstration of the safety of their tires.

These tests at the factory, an inflated Silvertown tire is mounted upon a wheel and placed in an upright steel frame. A long piece of clear plate glass, more than an inch thick and securely fastened at the edges to a steel rack, is inserted between the top of the tire and the top of the frame. The tire is then devalued until pressure equal to that of a loaded motor car is exerted upon the plate glass. The rack holding the glass, it is interesting to note the part revealing the tire, and a clear picture of Silvertown tread flexibility is obtained.

Looking down through the plate glass, it is interesting to note the part played by the grooves in the tire. At first pressure the grooves narrow and then the center of the tread flattens out and the elliptical buttons also flatten the shoulders of the tire bear firmly against the glass.

These three actions prove the effectiveness of the Silvertown tread design. On the road pressure so nearly closes the grooves that smooth running is assured, and yet at the first sideways of the car the grooves open up and the ribs between them grip the road to prevent skidding.

According to Goodrich engineers, this great flexibility, which permits flattening of the tread without distortion and full shoulder contact with the road, is one of the important reasons for the success of the Silvertown tire.

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